

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Extension Service Review



VOL. 5, No. 7

JULY 1934



USING LEISURE MOMENTS TO MAKE AN IMPROVED WATERING TROUGH FOR POULTRY

ISSUED MONTHLY BY THE EXTENSION SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C.

~

FOR SALE BY THE SUPERINTENDENT OF DOCUMENTS, WASHINGTON, D.C.

SEE PAGE 2 OF COVER FOR PRICES



In This Issue

WITH the organization of more than 650 production credit associations a complete credit system adapted to the needs of farmers is being rounded out by the Farm Credit Administration. S. M. Garwood, who is the production credit commissioner of the Farm Credit Administration, tells us how this credit system is functioning.



CHESTER DAVIS believes that a 28 percent rise in the purchasing power of farm income during the first 4 months of 1934 over the corresponding period in 1933 is a significant indication that the recovery of agriculture is on the way and points out that the farmer's increased ability to buy industrial goods will be reflected in better business conditions. The enlisting of 3,000,000 farmers in a voluntary attack upon basic production problems is the greatest cooperative effort ever undertaken by farmers and although incomplete, it marks the start of a large-scale transition away from a purely individualistic agriculture. In his article, Chester Davis explains what benefits have already accrued to farmers from the operations of the adjustment program.

HOW THE Agricultural Adjustment Administration program is conducted in Kansas is told by L. L. Longsdorf, Kansas State extension editor. Two committees, the interpretative committee and the clearing-house committee, are responsible for interpreting and disseminating the rules and regulations. As an aid to field workers the committees created a handbook in which are classified all rulings pertaining to the national, State, and county programs.

BESIDES enjoying a pleasant vacation at their camps Kentucky home-makers use their time to good advantage by making useful as well as ornamental articles for their homes. Myrtle Weldon, State home demon-

Contents

	Page
Meeting the Farmers' Credit Needs - - - - -	97
S. M. Garwood	
Increased Farm Income Under the Adjustment Program - -	99
Chester C. Davis	
Keeping Up to Date - - - -	101
Rural Rehabilitation Program Forges Ahead - - - -	103
Rehabilitation Makes Progress in Alabama - - - -	104
Managing the Farm and Home -	105
Extension Activities in Florida and Alabama - - - -	107
Missouri is Building Better Pastures - - - - -	108
Handicraft Featured at Kentucky Camps - - - -	109
Fighting the Grasshopper - -	110

stration leader, gives an interesting account of handicraft work in Kentucky's vacation camps for women and tells how it contributes to better homes.

AFTER 4 years that were favorable to several local species of grasshoppers, these insects again menaced crops this year. The damage has been so serious in the area affected that Congress appropriated funds for organizing and conducting control measures. How these measures have been carried out is described in the article on fighting the grasshopper.

On The Calendar

Farm and Home Week, Durham, N.H., August 14-17.

Farm and Home Week, Clemson College, S.C., August 14-17.

Farm and Home Week, Burlington, Vt., August 16-17.

Tri-State Fair, Amarillo, Tex., September 15-21.

Eastern States Exposition, Springfield, Mass., September 16-22.

National Recreation Association Meeting, Washington, D.C., October 1-5.

National Grange Convention, Hartford, Conn., November 14-23.

THE SUCCESS of the rural rehabilitation program requires definite cooperation between Federal, State, and county emergency relief administrations, the Extension Service, and the Agricultural Adjustment Administration. How five extension workers, with J. Phil Campbell heading the group, are acting as coordinators and aiding the Federal Emergency Relief Administration in developing cooperative plans is explained in the article "Rural Rehabilitation Program Forges Ahead." What Alabama is accomplishing in rural rehabilitation is also outlined in the following article.

HAPPINESS and success on the farm are contingent upon close cooperation of all members of the family. With so much at stake, E. L. Moffitt, Pennsylvania farm management specialist, wonders why more extension workers do not take an active interest in striving for a closer relationship between programs in farm management and home management. He outlines some of his experiences in attempting to obtain a better tie-up between the farm as a place of business and the farm as a home.

BY PROVIDING almost year-round pastures for their stock Missouri farmers are reducing the cost of producing meat, milk, and wool. The Missouri Extension Service has carried on intensive work on pasture improvement for 6 years.

THE EXTENSION SERVICE REVIEW is issued monthly by the EXTENSION SERVICE of the United States Department of Agriculture, Washington, D.C. The matter contained in the REVIEW is published by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW seeks to supply to workers and cooperators of the Department of Agriculture engaged in extension activities, information of especial help to them in the performance of their duties, and is issued to them free by law. Others may obtain copies of the REVIEW from the Superintendent of Documents, Government Printing Office, Washington, D.C., 5 cents a copy, or by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, Director

C. B. SMITH, Assistant Director

L. A. SCHLUPE, Acting Editor



Meeting the Farmers' Credit Needs

S. M. GARWOOD

Production Credit Commissioner of the Farm Credit Administration

unless he wishes a larger loan or the capital of the association has become impaired. The borrower may also sell his stock in the association when his loan is repaid. Stock ownership, thus, is not an extra cost of obtaining this type of credit, but an investment in a permanent financial institution, the success of which will insure the farmer-borrower low cost credit for years to come.

The associations are not lending government money, but obtain their loan funds by discounting their borrowers' notes with the Federal intermediate credit bank of their district. The intermediate credit banks obtain their funds by selling their debentures to the investing public. The Government provided some of the capital of the associations through the production credit corporation of the district, but this together with the capital supplied by the borrowers themselves is, of course, not used to make loans. It is invested in high-grade bonds which are deposited with the Federal intermediate credit bank as collateral security for the notes it discounts.

Sound Loans Essential

Loans must be made on a sound business basis if the low cost credit of the financial centers is to continue to be available to farmers in all sections of the country. It is necessary that farmers and stockmen put up collateral for their loans in the form of liens or chattel mortgages on personal property such as crops, livestock, or equipment. This helps protect their association from possible losses. While it is necessary for the borrower to put up sufficient collateral, the associations make their security requirements as reasonable as a sound lending policy permits. Loans are made with the expectation that they will be repaid and the collateral is only a safeguard against unforeseen circumstances and against the possibility of other creditors taking the property and thus depriving the borrower of his means of earning an income.

In addition to loans to finance the production and marketing of crops and livestock, loans are also made for general agricultural purposes, such as the pur-

EXTENSION workers and colleges of agriculture have long realized the need for a well-rounded financial program for agriculture. They know that just as credit is the lifeblood of commerce, it is the lifeblood of agriculture.

One of the stumbling blocks in the development of such a financial program for farmers and stockmen has been the lack of short-term and intermediate credit facilities adapted to their needs. It is this gap in the financial structure that the new cooperative production credit associations were organized to fill. The associations have been established to provide a permanent credit system to serve farmers for years to come as well as during the present emergency.

Farmers and stockmen need loans that will mature when they have marketed their crops or livestock, which is usually from 3 months to a year in the case of loans on crops, and 1 to 2 years in the case of livestock or general-purpose loans. In order to meet this need, loans made by production credit associations mature when the farmer-borrower expects to market his products. This eliminates the necessity of paying renewal fees on loans.

Interest Savings

The savings in interest charges on loans made by production credit associations is not limited to the present low rate of 5 percent, for interest is charged on a yearly rather than a flat basis. For example, the interest on a \$1,000 loan for 1 year would be \$50, while the interest on a loan of the same size for 6 months is \$25 and only \$12.50 on a 3 months' loan. The entire amount of the loan may be used by the borrower as he is not required to keep any of the money borrowed on deposit. The interest is not discounted or deducted from the original loan, but is payable when the loan matures. These factors result in an

actual interest rate lower than farmers commonly pay for production credit.

In addition to these savings, many farmers have reduced their interest charges still further by obtaining loans in a series of advances. Such advances will be made to borrowers as they need money during the season. This plan of making advances on loans results in a saving to the borrower, as interest is charged only for the time he has each advance. For example, if a farmer borrows \$1,000 and has \$500 for 9 months for which he pays an interest charge of \$18.75 and has the balance, amounting to \$500 for 3 months for which the interest charge is \$6.25, he pays a total interest charge of \$25. If he borrowed the entire \$1,000 for 9 months, he would pay \$37.50 in interest. By getting such a \$1,000 loan in two \$500 installments, the borrower saves \$12.50 in interest.

Farmers in many parts of the country are using this new source of short-term and intermediate credit to pay cash for the things they buy, rather than obtain credit from storekeepers, merchants, and feed and fertilizer dealers. When buying on time they pay extremely high interest rates in the form of higher prices charged by stores and dealers granting credit. Merchants and dealers are engaged primarily in selling goods rather than extending credit.

Borrowers Vote

The ownership of capital stock in his production credit association by the farmer-borrower not only assures him of a voice in the management of the association, but also gives him the responsibility, along with the other borrowers, of maintaining the strength of his loaning agency. After the first purchase of stock in his association, the borrower may obtain loans from the association in future years without the necessity of additional stock purchases,

chase of workstock, machinery and supplies, and the financing of repairs and improvements. General-purpose loans are made only for such projects that will enable the borrower to repay the loan in 1 or 2 years.

Members of 4-H clubs and Future Farmers of America organizations may now borrow from these production credit associations to finance their projects. The loans are made through a sponsor. Such loans will give the members of these organizations experience in sound financing of their various projects.

The 650-odd local production credit

associations cover enough territory to supply a large volume of business. Only in this way is efficient operation possible. This makes it necessary for some associations to cover large territories where the volume of loans is small. However, in the case of associations covering large areas a representative is being placed in each county to receive applications and remittances to make credit readily available.

The production credit associations are not only loaning money to their farmer-

How PRODUCTION CREDIT ASSOCIATIONS SERVE AGRICULTURE

1. They provide a permanent, adequate source of short-term and intermediate credit adapted to farmers' needs.
2. They are managed and partially owned by borrowers.
3. They lend at cost. Borrowers share in any profits.
4. They enable borrowers to reduce their interest costs by making loans in a series of installments.
5. They eliminate dependence on expensive sources of short-term and intermediate credit.

units were organized in 6 months and began to make loans to their members immediately. Through June 8 they had completed 88,985 loans amounting to \$48,452,187, although a large amount of spring financing had been completed through then existing regional agricultural credit corporations which have since ceased making loans. Of this amount, \$32,529,842 was disbursed and the balance was being held for the accounts of farmers who arranged to have their loans paid in a series of advances during the season.

Loans Speeded Up

As secretary-treasurers, boards of directors, and loan committees of new associations have become better acquainted with the operation of their individual units, the forms and the procedure necessary to obtain a loan have been simplified. Thus the costs to both the borrower and his association are further reduced, and the time required to get a loan is greatly decreased.

The ideal production credit association would serve one community. At the same time, it should be able to make enough sound loans so that it can pay its operating costs and have a surplus to strengthen its financial position and pay a profit to its farmer-borrowers. While it is desirable for production credit associations to serve as small a territory as possible, so that they may be easily ac-

cessible to the farmers and stockmen in the area served, it is essential that the associations cover enough territory to supply a large volume of business. Only in this way is efficient operation possible. This makes it necessary for some associations to cover large territories where the volume of loans is small. However, in the case of associations covering large areas a representative is being placed in each county to receive applications and remittances to make credit readily available.

The production credit associations are not only loaning money to their farmer-

members on a permanent, sound, cooperative basis, but are also helping the farmer-borrower to develop a well-rounded financial plan by requiring each borrower to submit a financial statement and a plan for repaying his loan. Thus borrowers are encouraged to plan their financial operations in advance and to make an inventory to show their current standing, as has long been advocated by many county agents and extension workers. Adequate short-term and intermediate credit facilities enable farmers to use credit efficiently and aid them in getting out of debt rather than into debt.

AT Fairview, Okla., W. M. McMurtry, the vocational agricultural teacher, and the county agent, W. B. Hanly, have teamed up in the adjustment programs. Mr. McMurtry handles the educational work and Mr. Hanly attends to the individual requirements of the contracts.

MORE than a million and a half trees were set out by boys and girls of school age on idle acres of their home farms in New York this spring. The State conservation department furnished the trees in lots of 1,000 each to members of 4-H clubs and young farmers' clubs, and the extension forester conducted demonstrations in planting and caring for the young forest trees.

Family Expenses Studied

Although farmers in Illinois produce 68 per cent of the food served on their tables, the grocery bill is still the largest item in the family's cash expenditures, according to a summary of 167 home-account records.

During the past year the Illinois farm families covered in the summary made total cash expenditures ranging from \$350 to \$1,778, or an average of \$679 each. Of this amount, \$147, or 21.5 percent went for the purchase of food.

Cash operating expenses such as telephone, fuel, light and power, ice, servant hire, soap, matches, and similar small supplies amounted to 15 percent of all cash expenditure. Another 15 percent, or approximately \$101 for each family, was used in buying clothing.

Automobile charges accounted for the fourth largest item, involving 12 percent of all cash expenditures, while recreation and education combined required 11 percent, or an average of \$77 for the average family during the year.

Under the item of shelter costs, the farm families entered 9.5 percent of their cash expenditures. This included an average of \$18 a year for cash repairs and fire insurance and \$45 for furnishings and equipment.

The physician, the dentist, and the drug store claimed an average of \$42 from each family under the heading of health expenses, thereby accounting for 6 percent of the total cash expenditures. An equal amount was contributed to the church and in other gifts, while the remaining 4 percent of all expenditures went for personal items of all members of the family.

ELEVEN counties in New York were represented at the recent conference on child development and parent education held at the College of Home Economics at Ithaca. The meetings were attended by home demonstration agents, county and city leaders, and representatives of child study clubs.

Child study clubs are composed of groups of parents who organize to study children through the reading of books, current literature, and discussion. They are in constant touch with and receive help from the college. Eighteen study courses that cover guidance and parent education have been organized.

Fifty-six such clubs now exist in New York State, and in addition to studying their own children, they interest themselves in Boy Scout, Girl Scout, Brownie, and parent-teacher groups.

Increased Farm Income Under the Adjustment Program

CHESTER C. DAVIS

Administrator, Agricultural Adjustment Act

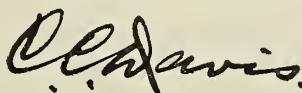
MUCH of the credit for the success of the program for agricultural recovery must necessarily be given to the many cooperating organizations—the county allotment committees, the extension workers, and to the 3,000,000 farmers who have signed adjustment contracts. While these farmers do not constitute, in actual numbers, quite half the farmers of the United States, they do represent more than 90 percent of the cotton and tobacco, 80 percent of the wheat, and most of the corn-hog production that is significant. They may be taken as an accurate measure of the first year's achievements under the programs of the Agricultural Adjustment Administration. The year has been filled with hard work on the part of the thinking farmers and their temporary servants in the thousands of county associations. Acting together, they have gone a long way in accomplishing what they as individuals could not attempt—the adjustment of their production to the quantity that the Nation and the world will buy at a fair price. In uniting in this cooperative plan the American farmers seek to gain only their fair share of the Nation's income.

The active cooperation of the farmers is shown in the number who have signed the various commodity agreements. More than 1,000,000 cotton farmers, 550,000 wheat farmers, nearly 300,000 tobacco farmers, and 1,200,000 corn-hog producers, have all expressed their willingness to cooperate in the form of a reduction contract. To this list must be added the 10,800 rice growers, approximately 90,000 dairy farmers who have benefited through the 27 effective milk licenses, and the 740,000 producers of special agricultural crops whose prices have been increased and whose marketing conditions have been stabilized by 22 marketing agreements.

Farm Prices Improved

Definite progress has been made toward "parity" in farm prices, the objective of the Agricultural Adjustment Act. The prices of the seven basic commodities averaged 51 percent of the pre-war level in March 1933, and 76 percent of the pre-war level in May 1934. However, when benefit payments are added, the average price on the domestically consumed portion for the cooperating producers in

A FEW weeks ago the extension workers celebrated their twentieth birthday. The Agricultural Adjustment Administration was passing through the first weeks of its second year. The extension organization is justly proud of the accomplishment of 20 years in the service of the American farm family. I believe it can feel equally proud of its accomplishments during the last year in acting as the principal field force of the Agricultural Adjustment Administration.



Administrator, Agricultural Adjustment Administration.

May 1934 was 100 percent of the pre-war level, as compared with 66 percent in May 1933, and 51 percent in March 1933. By the third week in June they averaged about 110 percent of pre-war level.

Prices paid by farmers in June 1934 were 122 percent of the pre-war level. Making allowances for this increase, the purchasing power of these basic commodities was about 90 percent of the pre-war level in June 1934, as compared with 50 percent in March 1933. In other words, for the domestically consumed portion of these crops, the cooperating farmers have received, and will receive, an improvement in the exchange value of the 7 basic commodities representing four-fifths of the distance toward the parity defined in the act.

But the purchasing power of farm income, rather than the purchasing power of price per unit, is the real measure of farm progress. During the first 9 months in which benefit payments were distributed, the purchasing power of farm income has been 25 percent higher than in the corresponding period of 1932-33. During the first 4 months of 1934, the purchasing power of farm income has been 28 percent higher than during the corresponding period of 1933.

The total cash of the farm income was 39 percent larger during the first 12 months under the adjustment plan than during the 12 months preceding the pas-

sage of the act. An increase of more than \$1,500,000,000 in cash income, exclusive of the value of products used on the farm, has meant much to farmers. More than 12 percent of this increase can be traced directly to the benefit payments and land rental payments, which during the first year under the act, were in excess of \$185,380,000. The distribution of this total among the producers of the basic commodities on which payments were made was as follows: Cotton, \$112,515,866; wheat, \$67,617,486; tobacco, \$5,206,778; and the first few payments under the corn-hog plan, corn \$15,536 and hogs \$24,844. For cotton and tobacco, the payments include those made under the 1933 and 1934 contracts, while the others are representative of the payments for the 1934 contracts.

Income Increased

There is no doubt that the farm income has been increased by the adjustment plan. It is true there have been other factors which have influenced this increase outside of the direct benefit payments. More money has been placed in the channels of trade through increased industrial activity and various governmental emergency programs, and the devaluation of the dollar has had its effect.

Other facts are in evidence as to the actual increase in farm purchasing power. The potential gross income of the cotton growers for the 1933 cotton crop, including rental payments and profit from cotton options, is \$857,000,000 as compared with \$425,000,000 for the 1932 crop. The gross income from grains, including wheat benefit payments, was close to \$700,000,000 in 1933, compared to less than \$325,000,000 in 1932. The total estimated value of the 1933 flue-cured tobacco crop is \$115,000,000 compared with \$44,000,000 for the 1932 crop. The income of other tobacco producers has been raised in a like manner. The payment of approximately \$350,000,000 has been started to the corn-hog producers of the country. Benefits will go to the producers of cattle and sugar beets in the near future, made possible through an amendment to the original Adjustment Act.

Not only has the cooperating farmer received cash benefit payments and increased income through the control pro-

(Continued on page 109)



Rexford G. Tugwell

REXFORD GUY TUGWELL, formerly Assistant Secretary of Agriculture, has been appointed to the position of Under Secretary of Agriculture. His nomination was confirmed by the Senate on June 15. The office of Under Secretary was created by the last Congress in order to relieve the Secretary of some of the policy-making and executive duties which have accumulated as the problems of agriculture have become more complex and as Congress has increased the administrative obligations of the Department. Under Secretary

Tugwell was born and reared on a farm in New York State. After graduating from the University of Pennsylvania, he taught economics there, at the University of Washington, and at Columbia University. Though his field has been general economics, he has for many years devoted special attention to the economic problems of agriculture.

M. L. Wilson, who will take Dr. Tugwell's place as Assistant Secretary of Agriculture, came to the Department of Agriculture from Bozeman, Mont., soon after the Agricultural Adjustment Act was passed. The domestic allotment plan and the wheat production adjustment campaign were largely worked out by Mr. Wilson. After the wheat adjustment campaign was under way, he was put in charge of the Subsistence Homesteads Division of the Department of the Interior.

Mr. Wilson was born in Cass County, Iowa, and has had extensive experience as a farmer, as an extension worker, and as an economist. Appointed as one of the first two county agents hired in Montana, he later became county agent leader. For two years he headed the

Division of Farm Management and Costs in the United States Department of Agriculture and then went back to Montana as head of the Department of Agricultural Economics at Montana State College, which position he held until called to Washington to assist in administering the A.A.A.



M. L. Wilson

Increased Farm Income Under the Adjustment Program

(Continued from page 99)

grams and marketing agreements, he also has an opportunity to improve the land from which he obtains his living. He has an opportunity to control erosion and to make use of soil-improvement plantings. The demand for seed for the planting of soil-improving crops indicates that much of the land taken out of production will be improved by the use of such crops.

Help in Drought Area

We have taken into consideration the factors that have been of influence, in the success of the adjustment programs under normal farming conditions. I do not believe that any of us could foresee the drought, an emergency within an emergency, an unusual weather condition which in some areas is reducing production more drastically than the adjustment program. The flexibility of the adjustment contracts has been brought fully into play to meet this

situation. There is no need to fear famine. The warehouses and elevators of this country are full of the surplus commodities that have accumulated over the past several years. Nature has come to aid in the adjustment of supply to demand. But, Nature's methods are ruthless, while man's are merciful. We have taken a number of major steps to help the farmers in the drought area. Cattle are being purchased. Contract regulations have been relaxed. The wheat contract, for example, required that producers plant not less than 54 percent of the base average acreage. In the drought area where planting was impossible, this clause was modified and the payments will be made, even if no wheat can be planted in that region. Modifications that served to encourage the planting of forage crops to produce feed for livestock have been made in all contracts.

Further changes are being, and will be made, to adapt the contracts to the situation, if necessary, as the problem becomes more acute. The benefit payments serving as crop-income insurance, will go a long way in assuring the cooperating farmers of an income.

Even though there has been an increase in the farm income, I believe that it has not been the most important factor in the program for agricultural recovery. It has been responsible for an improvement in rural living; it has put new courage in the hearts of the farmers, and it has given the farm family new opportunities. I cannot help thinking that these are worth-while achievements made possible by the adjustment program. Secretary Wallace recently said, "To my mind the outstanding accomplishment of the past year has been the driving home to the farmers themselves the causes of their troubles." It has certainly started farmers to thinking new thoughts in regard to agricultural production.

If we have achieved a degree of success, the measure of that success must be in the cooperation of the individual farmer. I believe that the recovery of America's basic industry—the production of food for a Nation's people—is on the way. Yet we must face the future with a determination and renewed belief in the goal for which we are working to place agriculture on a sound and permanent program of production in relation to markets.

Keeping Up to Date

Kansas System Brings Orderly Distribution of A.A.A. Information to Agents and Farmers

THE "Three A's", those three letters which represent adjustment for the farming business of some 166,000 Sunflower State farmers, has earned for itself a place on the masthead of the Kansas Extension Service Program.

From a 26 page booklet comprising the factual data of the Agricultural Adjustment Act as approved by President Roosevelt on May 12, 1933, the program has developed in the short time of 13 months into what may be termed "a metropolitan newspaper"—its influence reaching into the homes of thousands of farmers and businessmen in rural and urban Kansas.

Trained Leaders Developed Program

The program as now underway did not grow like Topsy. It grew to its present size under the direction of trained leaders. And, heading this group of workers was the director of extension, H. Umberger, a leader believing in applying humanitarian principles to farming, firm in the belief that conservation of our natural resources is imperative, and thoroughly convinced that the farmers and homemakers of the State would be willing to carry the load of adjustment if governmental direction were provided for them. Furthermore, he was of the opinion that agriculture and homemaking could not prosper until such adjustment was forthcoming, wherein the returns of the farmers' labors would be sufficient to insure for them a fair standard of living for the rural families of the country.

Then backing these principles were the "go between" workers—specialists of the central office, the county agents, and the corps of volunteer workers comprising the community leaders. The latter group was composed of the farmers themselves, the final unit in the organization that put into action the principles of the Adjustment Act by first gaining community confidence in the program.

Begin Intensive Educational Campaign

The first step in the adjustment program was that of acquainting thousands of farmers with the principles behind the adjustment act. This called for an intensive educational campaign. No sooner

The plan of procedure as outlined in the article by L. L. Longsdorf, Kansas State extension editor, is part of the machinery that has been set up in Kansas to take the adjustment program to the rural and urban districts of the State. It functions best because its operators believe the principles of the program to be sound, and by such means is offering a program for national, State, and county farm adjustment to improve the standard of living on the farms of America.

had the act been signed by the President than the mediums of the press and radio were used for the dissemination of the needed information. Fed to the central office of the State from national headquarters, the materials were interpreted by State officials to best meet the needs of State readers and listeners.

Next, the State was charted into districts to more readily facilitate getting the desired information to the prospective contract signers. District leaders were selected to supervise these sections. Schools were held for county agents and picked farm leaders, such schools having been conducted by the district supervisors. After the district schools, county and community schools were held. These were directed by the county agent, but the community leaders were the instructors for their own community group gatherings.

Then came the wheat adjustment program, followed closely by the corn-hog adjustment program. There then followed other proposed adjustments: namely, dairy, drought, and the possibility of beef cattle.

Unified System Needed

To keep the entire field organization working as a single unit and acquainted with all the rules and regulations laid down by the national leaders, it was imperative that a unified system of dissemination of information be worked out. Such thought prompted the selection of two central office committees. The first is known as the interpretative committee and the second the clearing-house committee.

The first named, soon to become known as the "lamp light" committee, meets each morning at 7:30 with the director of extension as its chairman. Represented on this committee are specialists, who in turn are responsible for interpreting the rulings to the district leaders, county agents, and finally the farmers of the State. Here, all rules and regulations as received from the Washington

headquarters are studied. Before a single ruling is released to the field organization, it must be thoroughly understood by all members of the committee. Otherwise, a clarifying statement is requested of the national office before such ruling is released.

Materials Clear Through One Committee

Immediately following the daily conference of the interpretative conference, the clearing-house committee meets to distribute through the proper channels the regulations for the day.

The original committee, as designated by the director, is composed of a representative of the director's office, an extension field supervisor in charge of all supplies for central and county office work and budgets, and a representative of the press and radio. When the committee meets, others in the group include a member in charge of agricultural specialists who are enlisted as district supervisors, and a field organization specialist for each commodity.

Through this committee, there was created what might be termed the "Triple 'A' Bible." In other words, it is a loose-leaf handbook wherein may be classified every ruling pertaining to the National, State, and county programs.

All Regulations are Classified

As an illustration, the corn-hog handbook contains such classified sections as, philosophy and general situation; corn-loan contract and rulings; corn-hog compliance; administrative rulings—organization; administrative rulings—budget, supplies, reports, publicity, office organization, and processing tax.

There are 145 such handbooks prepared for the corn-hog program alone. Similar handbooks are prepared for wheat and drought, and others are ready for distribution in preparation for the suggested beef cattle program. A handbook has been placed in the hands of every central office worker and every field worker, as well as a number sent to the national headquarters for those in charge of the respective programs.

A "Sign-Your-Name" Plan

In line with the rules of the game, it seemed necessary to create rules for keeping the handbook up-to-date. As

each ruling or added instruction is reviewed by the interpretative committee and submitted to the clearing-house committee for classification, a letter of transmittal is prepared to accompany every release to a field worker or handbook holder. This letter of transmittal carries the key to the success of the entire enterprise. The lower half of the letter carries with it a receipt to be signed by the handbook holder and returned to the central office. That receipt is proof that the new instructions have been received. Failure to return a receipt prompts a telegram, with charges reversed, from the central office to the field worker. If the field worker's purse is filled sufficiently to disregard a "collect telegram", the next measure is a long-distance call with reversed charges. So successful has been the maintenance of these handbooks by the field workers that records show nearly 100 percent compliance with the issuance of new handbook releases.

When rulings become obsolete, they are recalled, the receipt idea being likewise used.

A Handbook for Each Commodity

The principle of the handbook idea seemed to be sound as based on the reactions of all field workers. After the first handbooks were distributed, and the ease of keeping records under one-ring-covered was brought to the workers' attention, they clamored for handbooks for all commodities. Furthermore, the workers find that their handbooks conform with those of every other handbook

holder in the State. County agent number 1 has the same instructions as county agent number 2, and both have the same instructions as contained in the handbooks of their district leaders and their director of extension.

The same principle as used for the triple "A" handbooks applies to the distribution of all supplies, all press and radio releases, circular letters, and miscellaneous materials. Furthermore, all communications going and coming are signed by or addressed to the director of extension. These, then, are brought to the immediate attention of the clearing-house committee for daily classification and release. All instructions and letter communications between the central office and field workers are mailed under one single cover each day. Such procedure avoids confusion in the offices of the field workers.

Workers "Talk" Triple "A"

In addition to their numerous duties allied with triple "A" activities in the State, each central office worker finds time to appear at regular intervals—which in many cases run for 6 weeks at a time daily—to tell farmers and home-makers of the A.A.A. program over the college-owned radio station. No one is cheated in terms of radio appearances, including the director and his entire central office staff. Since the Agricultural Adjustment Act was first signed, an average of 15 minutes of time daily has been devoted to this phase of extension work. Then a summary program each Saturday comprises another one-half to 1 hour of time on the air.

President Roosevelt very graciously presented the pen with which he signed the Joint Resolution to the originator of the idea, W. A. Lloyd, Grand Director of Epsilon Sigma Phi, which organization promoted the legislation through Congress.

Regional Conference Held in West

The directors of 10 Western States and W. A. Lloyd of Washington met in Salt Lake City recently to discuss the problems incident to the Agricultural Adjustment campaigns. The directors expressed serious concern over the fact that the heavy duties of extension workers, in connection with the campaigns, have directed attention away from the regular extension program. Farmers were reported as making even larger demands on the county agents in connection with the old established program. Many such requests could not be cared for because of the pressing nature of the emergency work. The western directors felt that in order to care for the regular extension work and the added emergency activities, it was imperatively necessary that extension personnel be largely increased on a permanent basis, preferably through appropriations by Congress direct to the Extension Service.

Detailed consideration was also given to the long time program for the Agricultural Adjustment Administration, rural rehabilitation, possibilities of one contract for the whole farm and participation of the Extension Service in Agricultural Adjustment Administration compliance, the maintenance of the regular extension program, and the relationship to farm credit and finances.

Director P. V. Cardon, of the Utah Experiment Station, regional director of Division of Program Planning, reported on the set-up for the western area.

Archways Made Memorials

ON JUNE 16, President Roosevelt signed Senate Joint Resolution 100, designating the archways which are to join the east and west wings of the main building of the Department of Agriculture with the new south building as memorials to Hon. James Wilson, former Secretary of Agriculture; and Dr. Seaman A. Knapp, founder of extension work, respectively.

These memorials are the first in Washington in recognition of high achievement in the interest of agriculture.

Mr. Wilson was secretary during the administration of Presidents McKinley, Theodore Roosevelt, and Taft, from 1897 to 1913, a longer period than any other man in a cabinet position in the history of our Government. He formulated a plan for a permanent home for the Department. The east and west wings, a

part of his plan, were completed during his term of office. His administration was one of organization and development.

Doctor Knapp, who was a close friend of Secretary Wilson, was asked by him to organize the farm demonstration work in the Southern States in connection with the campaign against the cotton boll weevil. This archway will be not only a fitting memorial to a pioneer extension worker but also a formal national recognition of the importance of extension work.

An appropriation for the archways has already been made. Construction probably will not begin until the south building is completed. The Joint Resolution authorizes the National Honorary Extension Fraternity, Epsilon Sigma Phi, to provide memorial tablets to be approved by the Commission of Fine Arts.

PREVIOUS to Agricultural Adjustment Administration activities, Andrew County, Mo., had been without the services of county extension agents for several years. Wayne Sandage, upon being appointed emergency agent, found considerable interest in erosion control which he carefully nursed along until he found time for field activity, when he arranged with his county officials for a township demonstration of terracing in each of the 10 townships of his county. As a result of this outstanding program, effective control of erosion on the rich soils of Andrew County will be thoroughly demonstrated.

Rural Rehabilitation Program Forges Ahead

FIVE EXTENSION workers have been named to act as coordinators between the Division of Rural Rehabilitation and Stranded Populations of the Federal Emergency Relief Administration, the Agricultural Adjustment Administration, and with workers of the Division of Cooperative Extension Work.

J. Phil Campbell will head the group representing the Agricultural Adjustment Administration Division of Program Planning. Mr. Campbell has had a long acquaintanceship with extension work, having been director of extension work in Georgia since 1915. He has spent the past year in the Replacement Crops Section of the Agricultural Adjustment Administration.

Regional Coordinators

Working with Mr. Campbell will be four regional coordinators. Paul V. Maris, who has been in extension work since 1915 and director in Oregon since 1920, will work out of Salt Lake City, Utah, in cooperation with the Extension Service in the Western States. S. B. Cleland was first employed in the Minnesota Extension Service in 1914, where he has been farm management specialist. He will be coordinator in the Central States, with headquarters at University Farm, St. Paul, Minn. Earl P. Robinson has been in extension work since 1913, first in Michigan and then transferred to New Hampshire in 1919, where he has been doing farm-management work. He will be in charge of the work in the Eastern States and operate out of Durham, N.H. W. T. Bennett has been connected with extension work in Georgia for several years as livestock specialist. He will have charge of the

coordinating work in the Southern States with headquarters at Atlanta, Ga.

During the third and fourth weeks of June the four regional coordinators met with Mr. Campbell in Washington to discuss the aims and objectives of the rural rehabilitation program. Meeting with them and representing the Federal Emergency Relief Administration were seven regional advisers. All members of this group also have had experience in extension work.

Aims and Objectives

The major and primary purpose of the program is to make it possible for worthy destitute farm families, eligible for relief, to become self-supporting on a plane consistent with American standards and as far as possible on their own farms.

An immediate survey will be conducted to eliminate from relief rolls all families or persons in rural areas having the necessary resources and facilities for self-support when coupled with diligence and energy. Aid will be offered to families that upon investigation prove to be worthy and in need of additional support.

This support and aid will consist of (1) making such seed stocks, farm animals, equipment, buildings, or land available as may be required for subsistence purposes, (2) providing the services of trained specialists in agriculture and home economics, who will plan, aid, and supervise subsistence farming and homemaking operations, (3) provide supplementary employment in private industry or on public work relief projects if and when necessary to complete the family budget needs.

Plans are also under consideration for aid to those "border-line" cases where



J. Phil Campbell.

the resources necessary for subsistence are almost exhausted. Farmers or farm laborers who have recently been "displaced" will receive aid in obtaining other farm land for subsistence production.

A plan of subsistence garden activity is being worked out to aid families who have not the agricultural background necessary for subsistence farming operations. However, the large part of the aid to this group must come from revived dormant industry.

In this program of activity it is not contemplated to move vast numbers of urban population onto farm lands. The enterprise of farming is already producing food enough for the Nation. However, there are numbers of destitute urban families that could produce food for their immediate family needs without seriously influencing general

(Continued on page 112)



Earl P. Robinson.



Paul V. Maris.



S. B. Cleland.



W. T. Bennett.

Rehabilitation Makes Progress in Alabama

IN ALABAMA the Relief Administration, in cooperation with the Extension Service of the Alabama Polytechnic Institute, is making visible progress in taking destitute farm families off "direct relief" and establishing them on a self-supporting basis. The Relief Administration, where no work stock are available, lends each family a work animal, farm equipment, feed, seed, and fertilizer to make a crop, and food. Each family is required to give a chattel mortgage and crop lien for the supplies so that the Relief Administration may repossess the materials if the family fails to fulfill the provisions prescribed. Everything advanced the family must be repaid in produce or in work on public projects.

The Relief Administration does not permit a family on rehabilitation to grow products for sale in competition with other farmers. All products produced by relief families are to be sold directly to the Relief Administration which plans to take the products and furnish them to families on relief in urban centers. When the products are turned over to the Relief Administration, the family producing the crop will be given credit on indebtedness.

The farm program followed by the family is a live-at-home program worked out in cooperation with the county agricultural and home demonstration agents in each county. Farm foremen are furnished to see that the program is followed; also to supervise planting, cultivation, and harvesting. Much of that produced will be preserved by canning and drying.

Most land owners have cooperated gladly when the aim of the program was

explained. Through their cooperation much land, which otherwise would have remained idle, is being cultivated to grow food and feed crops. In return for the use of the land, the destitute farm family agrees to repair the farm buildings and fences. The Relief Administration, through local experienced foremen, is responsible for fulfillment of this agreement. Landlords profit by having the property occupied, the house made livable, the land properly drained and intelligently farmed, and the farmer properly supervised so that he will be a better farmer in the future.

The initial step in the program was the appointment of a State rural rehabilitation committee to serve (without compensation other than necessary traveling expenses) as an advisory board to the Alabama Relief Administration in formulating the State rural rehabilitation program. On the committee are Donald Comer, industrialist of Birmingham, chairman; Robert K. Greene, farmer, Greensboro, vice chairman; L. N. Duncan, director, Alabama Extension Service, Auburn; Herbert C. Ryding, retired capitalist, Birmingham; Allen Behel, Lauderdale County farmer, and Dr. R. R. Moton, president of Tuskegee (Negro) Institute. Mr. Greene is director of the work.

In each county a rural rehabilitation committee has been appointed. This committee consists of the county director of relief, the county agricultural agent, the home demonstration agent (where there is one), the chairman of the local welfare board, a business man and a representative farmer. In counties not employing a home demonstration agent, some woman resident who is in sympathy

with the rural rehabilitation program has been appointed. A county rural rehabilitation director has been named in each county to direct the work.

For each 25 families the Relief Administration furnishes a farm foreman to supervise their operations. These are experienced farmers who visit all families receiving aid and supervise their planting, plowing, and harvesting. For each 40 farm foremen there is a district rehabilitator who, in cooperation with the county agent, directs the work of the farm foreman and the program followed by the farm families.

Director Greene states the policy of the rural rehabilitation as follows:

"Only farm families on relief who are anxious to become self-sustaining are considered. There is no intention to make the position of the relief families more attractive than that of their neighbors who are self-sustaining."

"Help is given in groceries, feed, fertilizer, and the like, and not in money; and the applicant is required to sign a note for all such assistance. He is required to work under the supervision and instruction of a competent supervisor who determines the kind and amount of each crop planted."

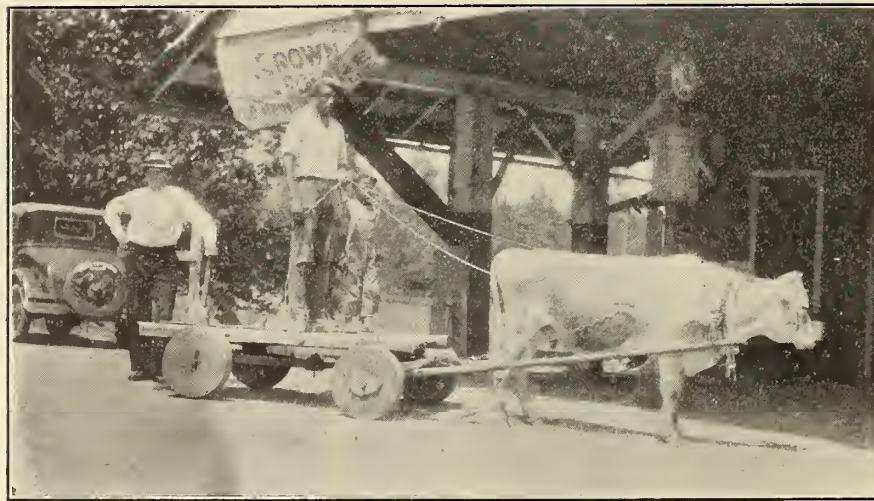
"As mules are high and unobtainable in Alabama and as feed is also lacking, the use of steers which can be obtained easily in most sections is favored."

"Before the end of the first season between 5,000 and 6,000 Alabama families will be enrolled in the rural rehabilitation program."

THE biggest single sale of Mississippi sirup ever consummated closed when the manager of the Mississippi State Farm Bureau Federation, representing 60 organized county units, signed a contract with the Federal Surplus Relief Corporation, covering 177,000 gallons of sorghum and sugarcane sirup for distribution to relief agencies in the various States.

The county agents of the State have listed 150,000 gallons of sorghum and 520,000 gallons of sugarcane sirup with the State Farm Bureau. The Federal order will be allocated to the counties according to their supply, the counties having the largest surplus will receive the largest orders.

The sirup will be assembled at designated shipping points, inspected, and graded under direction of the county agents.



The use of steers is favored by the rural relief administration since they are easily obtainable in most sections while mules are high priced and scarce in Alabama.

THE FARM as a place of business and the home are so closely tied together that they cannot be separated, and I cannot see a good reason for separating them. To me, farm management is the "art" of operating the farm business so that it will bring the greatest return for the labor energy used and the capital invested. It has to do with all phases of the business regardless of type; correlating them, fitting them together, and eliminating conflicts in the use of labor and capital. In other words, it is the complete organization of the farm in all its details—production, marketing, and business principles.

Home management is the complete organization of the home. It is concerned with the raising of the family, the spending of the income so as to get the greatest possible good from such expense, the health of all members of the family, the food supply and diet, the recreation, education, and general well-being of all members. It also has to do with the surroundings, the furnishings, and the comfort of the members. In brief, it manages or directs the whole life of the members of the family while they are not at work and are still within the home.

How well all these duties of managing the home can be done depends largely on the success of the farm as a business.

Far too often there seems to be a distinct line of demarcation between the two parts of the farm, insofar as those in one part knowing what is going on in the other part. This condition is frequently found in going over farm records.

Home Accounts

Several years ago we summarized a farm record and it was shown that a very good income had been made. The farmer wanted to know where it was since he was more in debt than he had been the year before. We suggested that possibly the fault lay in spending the income rather than in making it, and



Managing the Farm and Home

The extension programs for farm management and for home management should be very closely related because they both have identical interests, says E. L. Moffitt, farm management specialist in Pennsylvania.

that he should also keep a record of what was done with the income, which meant keeping a home account. At the end of the next year when the books were summarized, he said that they found they were spending far more money in the home than they were making on the farm and that a complete reorganization of the home expenses was being made.

A good example of the same thing from another angle is a farm that I have been working with this winter. Last fall the father of this family died, leaving the mother and son to operate the farm. They are at a complete loss to know what was being done on that farm. The father kept all details to himself, most of his contracts and arrangements were verbal, and he did not tell the members of the family what he was doing. Now, since the entire responsibility is thrown on them, they hardly know which way to turn. All decisions in regard to the farm were made by the father, without any consultation with the other members of the family.

Another very definitely detrimental influence of this rather secretive method of doing things is well illustrated by what a farm woman told me a couple of years ago. I had given a talk on keeping farm accounts. After the meeting a woman told me that she was interested in a record on their farm, but after trying for 3

years to get her husband to keep the record and failing, she was about ready to give up. She said that her husband could not see the use in the record and that it was hard to keep. He was discouraged because one of his boys had a job in the city and another was going to do the same thing in the spring. I asked her when they tried to keep the record, and she replied that it was usually the last thing they did before going to bed at night. I suggested that they

try to keep it just following the evening meal when all members of the family were still at the table. At this time, nothing could interfere with its being kept and other members of the family might become interested. The following winter she came to another meeting in her county and reported that for the first time a farm account book had been kept for the entire year. It had brought about a better understanding in her family than she had thought possible. One boy had given up all thought of going to the city, and the other had given up his job to come back to the farm.

When the record had been kept before all of them, they learned more about the business than they had ever known. Before, when they had wanted money for themselves, they had been told that there was none for them and they could not understand why. Now they learned what things were costing and what all produce sold brought in. They learned that taxes and interest had to be paid as well as many other expenses. These two older boys decided, of their own accord, that they would stay at home and see if they could help reduce expenses and make the farm pay more.

Family Interest Aroused

From this beginning, they were consulted about important decisions, and it was not long until this time of keeping the record became a time of making plans, and each member of the family became interested and wanted to help. One of the boys asked for the privilege

(Continued on page 105)

California Farm Income Increased

THE producers of fruits, nuts, and vegetables in California, operating under marketing agreements established and placed in effect by the Agricultural Adjustment Administration, have added \$5,500,000 to their income.

A sharp decline occurred in the farm value of the State's agricultural production between 1929 and 1932, and the total reduction was 50 percent at the start of the 1933 season. Approximately 67 percent of the agricultural income for the State depends upon this group of producers. California, as the largest producer of specialty crops in the United States, had already organized a voluntary proration program for production when the Adjustment Act was passed.

The marketing agreements and licenses have been issued at the request of producers, processors, and handlers, and are in the form of contracts between the Secretary of Agriculture and the parties concerned. They are designed to increase the price to the producer and to stabilize marketing conditions.

The agreements and licenses permit the processor to handle only a limited quantity of the production. This amount is determined by investigation and is set to meet the prospective demand for the item to be processed.

In 1932, less than half the crop of cling peaches was harvested, and for these peaches the farmers received \$6.50 a ton which is scarcely more than the cost of picking and hauling. Contrast this with the \$20 a ton they received for the no. 1 peaches which they marketed under the agreement in 1933.

The cling-peach canning agreement which became effective August 17, 1933, affected more than 5,000 producers and more than 305,000 tons of fruit. The farm value for this crop in 1932 was estimated at \$1,739,000, while the value of the 1933 crop, under the agreement, has been estimated at \$5,731,000. Benefits which can be traced directly to the marketing agreement are estimated at \$2,750,000.

Other fruits, nuts, and vegetables have been placed under similar agreements at the request of the parties concerned. The agreement not only provides for a minimum farm price but sets up a minimum resale price which tends to prevent unfair competition and price cutting. Citrus fruits have also been marketed under the agreement plan with success.

Agreements have been set up on additional commodities at the request of producers, processors, and handlers.

BEEF CATTLE raisers and dairy farmers in many Mississippi counties are now utilizing the trench silo, a new, economical method of storing feed for winter use. During the past season more than 6,000 head of beef cattle were fed sorghum silage from 50 new trench silos constructed in 18 counties for demonstration purposes, according to reports from county agents, says Paul F. Newell, Mississippi extension animal husbandman. About 300 trench silos were in use on dairy farms during the past winter. Last summer, 16 farmers in Lincoln County alone, constructed trench silos.

As an indication of the growing interest on the part of cattlemen in the silos program, 40 agents have reported that they expect to assist farmers in constructing 250 new silos this summer and fall. These agents estimated that there are 1,683 commercial beef herds in their counties totaling some 90,000 head of cattle.

SEVERAL community clubs of farmers and their wives have been organized in Hardee County, Fla., for the study of improved agricultural practices. Extension work in this county was recently resumed under County Agent C. E. Baggott, who has scarcely had time to attend to all the calls for assistance in organizing these clubs.

Managing the Farm and Home

(Continued from page 105)

of keeping the record book the following year.

In this instance, the lack of knowing and understanding threatened to break up what those parents had spent their whole lives creating. When the bars of custom and misunderstanding were laid aside, peace, harmony, and good business came in to take their place.

Many times I have noticed, in the years I have spent in extension work, that there is a tendency to separate the men and women in their meetings. It seemed as though things might be said that the other sex "would not be interested in" or that they should not hear. Why shouldn't they be interested or glad to hear discussed the problems of farm or home?

There are numerous problems that are of vital importance to both farm and home. There is no reason why the homemaker should not know about the best varieties of crops, the care and management of all kinds of livestock, poultry,

gardens, and orchards, the principles of management and cost accounts, or the laying of tile drains.

Likewise, there is no reason why the farm manager should not be interested in beautifying the home grounds, the flower and vegetable gardens, the rearrangement of rooms, the use of color in the home, either in house furnishings or in dress; nutrition for the family, child health, economics in the purchasing or making of clothing, lighting, or sewage disposal.

There is another large list of subjects that is of particular interest to both the homemaker and the farm manager in planning for the present and the future. Among these subjects should be listed investments; checking and saving accounts; mortgages; life, fire, and accident insurance; lease contracts; partnerships; inheritance laws; wills; records; scale of allowances for children on the farm; as well as a host of other things not usually brought up in family discussions.

I know it may seem unorthodox to many to discuss the mortgage on the farm, the size of the bank account, the

amount of life insurance carried, or inheritance laws in front of the family. Those are the things that we usually sneak off by ourselves to think over and then discuss only with a lawyer or an agent and caution him not to say anything about them. Why shouldn't they be discussed with the family? Who is, or can be, more interested? A lack of knowledge of these subjects may bring great sorrow to those who are left when one of the parents dies. Such a condition often means a complete loss of many things that might have been saved had the entire family known about them.

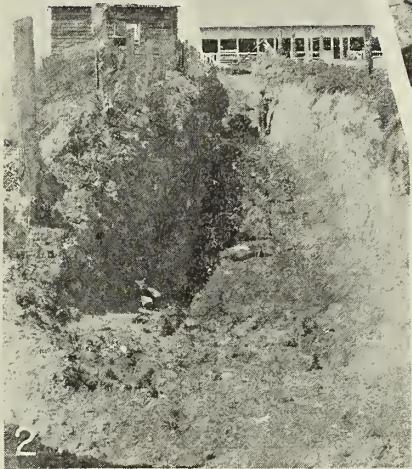
I have attempted in this discussion to show why the interests of both the home and the farm business are the same. Since they are, I can see no reason why the program in home management and farm management do not bear a close relationship to each other and to farm life as a whole. It is not at all necessary that they carry the same projects but rather that each in its own way will emphasize the things that will accomplish the same thing—a better, a more complete, and an enjoyable life in the business and home on the farm.

Extension Activities in Florida and Alabama

Close-ups of extension work as seen by Photographer George W. Ackerman on a recent trip.



1. The horse is staging a come-back. This fine colt will later furnish power on an Alabama farm.



2. One of 172 silos constructed last year by farmers in Alabama in cooperation with the Extension Service.



A 4-H club boy of Hastings, Fla., with his spotted Poland China pig given him by the wife of the Governor of Florida for outstanding club work.



3. Corn for home use planted on tobacco land in Gadsden County, Fla. This on acreage on which benefit payments were made.

4. A pine-tree planting which is controlling erosion on an Alabama farm. More than 7,000 such farm forests or woodland areas were planted last year in the United States.

5. A successful curb market in Tampa, Fla., established through the efforts of the county agent. This market is housed in a light, airy building owned by the farmers who sell graded produce of high quality.



4



5

Missouri is Building Better Pastures



"The greatest contribution to Lawrence County agriculture this year was made in pasture improvement", said A. W. Klemme, the county agent.

FOR the Missouri farmer better pastures have come to have a meaning far more inclusive than the mere improvement of existing stands of bluegrass or the elimination of brush and weeds from permanent pasture enclosures. A half dozen years of intensive work by the extension service of the Missouri College of Agriculture have brought Missouri farmers to a realization that pasture farming is reconstructive farming and that skillful management with a variety of forage plants can provide almost year-round pastures, thereby greatly reducing the cost of producing meat, milk, and wool.

The rapidity with which the results of this state-wide teaching are being translated into actual cash savings for farmers in every county of Missouri is due in large measure to the fact that subject-matter chairmen and extension project leaders are fully agreed on the program, and that several departments—dairy husbandry, field crops, soils, and animal husbandry—have jointly carried on the work of developing adapted crops and successful systems of management and demonstrating their value throughout the State. Cooperation from outside agencies has also been an important factor, the foremost instance of this being the pasture-improvement contest put on annually by the extension service with cash prizes offered to individual farmers and county extension organizations by the chambers of commerce of the leading cities of the State.

The degree to which this advance in pasture management has actually benefited individual farmers can best be shown by quoting from county agents' reports for the last extension year.

From southwest Missouri, A. W. Klemme, county agent in Lawrence County, reports as follows:

"The greatest contribution to Lawrence County agriculture this year was

made in pasture improvement. It has been clearly demonstrated this year by the experience of hundreds of farmers following extension teaching that they can avoid the losses formerly suffered because of short dry pastures during the hot summer months. These men have successfully used Sudan grass and Korean Lespedeza as hot weather

pasture crops. Our farmers are also greatly improving their permanent pastures by reseeding with mixtures of redtop, orchard grass, timothy, bluegrass, and Korean Lespedeza. Small grains, such as wheat, barley, and rye, have also come into general use in this county for late fall and early spring pasture.

"A survey made in this county by the Extension Service shows that 613 Lawrence County dairymen in 1933 used 9,400 acres of Korean Lespedeza for pasture. An additional 250 farmers grew 3,500 acres of Korean for seed, this product returning a gross income of \$40,000."

From a south Missouri district, including Howell and Ozark Counties, District Agent Charles E. Rohde reports:

"By following extension recommendations for the improvement of pastures, 474 dairymen milking 5,688 cows provided sufficient drought-resistant pasture, including Sudan grass, Korean Lespedeza, and sweetclover, that they were able to get higher milk production in June, July, and August, maintaining the milk flow through this critical season. Conservative dairymen, basing their estimate on local cow-testing association figures, are convinced that succulent pastures throughout the summer months added fully \$6,825 to the earnings of these 474 dairymen.

"Furthermore, 684 farmers provided sufficient fall, winter, and early spring pasture for their 4,332 cows. Pasture during these months reduced roughage requirements one-third to one-half ton per cow, thereby saving a total of \$8,664 with roughage valued at only \$6 a ton."

These conditions are typical of the southern half of Missouri, the region where summer drought is usually most prolonged and most destructive to ordinary bluegrass pastures, and where dairy-ing is an important enterprise. In more northern counties it is equally evident

from county agents' reports that better pastures have saved money for the beef cattlemen and have decreased the hazards of hog raising by increasing facilities for sanitation as well as better balanced feeding.

The State-wide results of the pasture work in 1933 are summed up briefly in the reports of extension project leaders as follows:

O. T. Coleman, speaking for soils and crops, says:

"Pasture management continued to have an important place in the soils and crops extension work during 1933, since farmers were quick to recognize the importance of a program that gives them a longer pasture season and a more abundant cheap feed supply. Leaders throughout the State have cooperated in establishing pasture demonstrations.

"The use of fall-grown grain crops, including rye, wheat, and winter barley was continued. These, with crimson clover and vetch, used in the southern half of the State, furnished pasture until winter, and in some places good pasture all winter. Such pastures also furnished alternate spring pasture.

"Demonstrations to show how Sudan grass and Korean clover can be used to successfully overcome the shortage in permanent pastures during the dry, hot summer months were used in many counties. The pasture-improvement contest has continued through its second year."

M. J. Regan, dairy husbandry specialist, who has charge of this project, says:

"Year-round pastures were emphasized in the dairy extension program during the past year as offering a dependable means of lowering costs with the least possible wear on both farm and owner. As a result of 38 meetings and demonstrations on pasture improvement, 3,226 farmers were reported as having adopted the practice of providing sufficient Korean Lespedeza, sweetclover, or Sudan grass to supply their herds with succulent pasture during midsummer and early fall. As a part of the same plan, 2,908 farmers grew wheat, barley, oats, vetch, or crimson clover for late fall and early spring pasture.

"The dairymen who have provided this succulent pasture over the greatest possible portion of the year have been able to reduce the feed cost of their butterfat an average of 5½ cents a pound."

Handicraft Featured at Kentucky Camps

MYRTLE M. WELDON

State Home Demonstration Leader, Kentucky Extension Service

HANDICRAFT is one of the important educational features of the homemakers' vacation camps held in Kentucky for the past 10 years. In every instance, we have correlated our camp handicraft with some extension project, making it contribute to the regular extension program. Since the home-improvement project lends itself particularly well to handicraft, many of the articles made contribute to the furnishing and decoration of the home. Although the home-improvement specialist has not always taught the camp handicraft, she has collaborated in the selection of the project and the preparation of material, insuring its correlation with the regular program in home improvement.

Our years of experience have shown that if we wish all homemakers to be interested in the craft project, it must meet the following requirements: The articles made should be capable of being finished and ready to take home in the time allowed for craft and should not encroach on time allowed for rest, recreation, and other activities; they should be inexpensive, attractive, and desirable, but not easily duplicated at the same cost elsewhere; the work should offer an opportunity for creative satisfaction and set a worthy standard; should be educational in nature, and last but not least, supplement the regular extension program.

Since the camps are state-wide and are attended by several hundred women, material has been bought directly from the manufacturer in large quantities or arrangements have been made for the manufacture of articles for the camp craft at a considerable saving to the campers.

A description of some of the camp crafts used during the past 7 years will illustrate how we have tried to meet the above requirements.

One summer, the women decorated serving trays. Our food specialist had

found that few homes had trays suitable for serving a meal to an invalid. With this in mind, as well as a decorative accessory, the decoration of serving trays was chosen as a project. Undecorated, pressed steel serving trays, oval in shape, and about 20 by 14 inches in size were obtained directly from the manufacturer. These were decorated with a high-grade enamel paint. The finishing touch was a

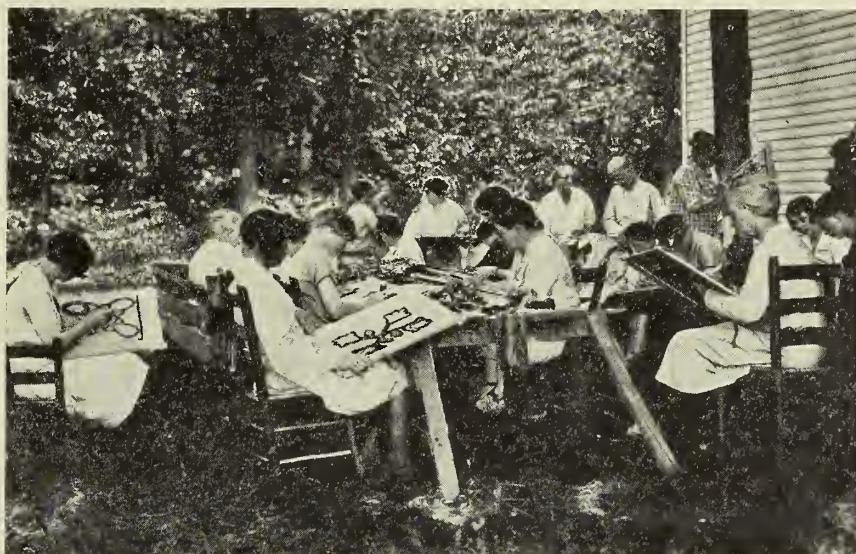
many of us had felt in our visits to rural homes; that is, the lack of pictures of quality well framed and hung. With this in mind, we procured about 18 reproductions of the old masterpieces of approximately 9 by 12 inches. By quantity buying, we were able to buy these at 30 cents each. A local art firm bought a close-out line of picture molding in plain brass finish, and made up the frames, including glass, for 20 cents each.

The camp work consisted of a study of these pictures. On the last day of camp a picture memory contest was held with a framed picture for the prize. Each camper selected her favorite picture, and harmonized the frame to the picture with a clear glazing fluid which acted as a carrier of the color. She then framed her picture, put on the backing, screw eyes, and wire. She took home with her a framed picture

ready to hang, some knowledge and appreciation of a number of old masterpieces, and more information on framing and hanging pictures, all for 50 cents.

The making of dresser boxes for the bedroom was chosen the year after dresser arrangement had been a part of the home-improvement project. Simple arrangement had been emphasized with attractive container for such articles as brush, comb, nail file, powder, and powder puff, which too often clutter the top of a dresser. A trade school with a very fine wood-working department agreed to make wooden boxes 12½ inches long by 8½ inches wide by 3 inches deep with a hinged cover, pedestal feet and inside compartments for brush and comb, powder puff, rouge, and other toilet articles. The box cost 50 cents. By buying in quantity from a New York firm we were able to get Godey and French prints for from at 5 to 10 cents each. The cost of enamels, sandpaper, wax, and such materials was taken from the camp fund. Brushes

Handicraft hour in camp.



hunting, coaching, or Dickens print which was waterproofed with a clear, water-spar varnish. The cost of the completed tray was 25 cents, including paint, picture, and varnish, all of which were purchased at a discount for camp craft.

Another project was the making and decorating of desk sets for the home-writing unit. The set consisted of a portfolio with blotter, pocket for envelops, a letter box, a pen and pencil tray, and a small container for the ink bottle. These were constructed of strong cardboard covered with a heavyweight wrapping paper, decorated by batiking or mottling with dye and parchmentizing with paraffin. Pictures were also used for decoration. The selection of color and design was taught as well as construction. The cost was about 25 cents, but the women had learned to make an attractive home accessory that could easily be duplicated from materials at home which would otherwise be discarded.

The picture study and framing work was chosen to help meet a need that

(Continued on page 112)

Page 109

Fighting the Grasshopper

Concerted Effort to Control Grasshopper Menace in 18 States



GRASSHOPPER surveys made last fall showed an unusually heavy infestation of grasshoppers in a large group of States centering in the Dakotas and Montana which threatened to eat a good portion of the crops. Not

only was the infestation alarmingly heavy, but the dominant type was believed to be a short-winged form of the Rocky Mountain locust. This insect is bad because it can fly hundreds of miles, and it lays its eggs in fields that have been cultivated instead of in waste places. The young hoppers are therefore, already to begin on the crop as soon as they are hatched. Congress realizing the seriousness of the situation, appropriated more than \$2,000,000 (\$2,354,893) to distribute poison bran in the affected States. This bill passed the Senate on March 13, 1934, and on March 14, the first bids were opened for bran and molasses.

The control plans were to poison the insects soon after they were hatched, while they were still too young to fly or damage the crops. This necessitated getting the poison bran out to the farmers by the middle of May. In about 30 days after the bill was passed the program was organized and poison bran was moving out to the farmers. Up to June 22, when most of the bait had been distributed, about 70,000 tons of manufactured bait had been sent out. The materials were bought on contract and then contracts were given to manufacturing plants for mixing. Inspectors were placed at each mixing plant to insure the quality of the bait. In making up the bait, more than 10,000 tons of cane molasses were purchased, and about 4,000 tons of arsenic, 20,000 tons of sawdust, and more than 42,000 tons of bran were used. There was not enough dry arsenic available for such a big poisoning job, so 161,365 gallons of sodium arsenite were bought to complete the required amount.

Headquarters for distribution were in Minneapolis, Minn., with the bait sent under reduced railroad rates directly from eight manufacturing plants to the county needing it. Each State desiring some of the bait organized a State grass-

hopper committee, of which the director of extension was usually the chairman, and made application for the bait. The money was allocated among the States according to the applications received.

The control work was hampered by the drought, especially in the Dakotas. The poison dried out so quickly after being applied that few hoppers were killed before the bait became unattractive. In many places 2 or 3 applications were necessary, when under ordinary conditions 1 would have been enough. When the young hoppers were hatched there was so little to feed on that they moved directly into the crops. Farmers, seeing their crops ruined by the drought, sometimes lost interest in the poisoning. After the rains of early June, a new interest was taken in the control work and there was still time to kill the young hoppers, which do not become adults in that area until the middle of June, so that a fairly good job of poisoning has been done throughout the worst infested areas.

The Big Job

Getting the bait into the State was only part of the job. Making the farmers realize the need, telling them what to do, and supervising the application was just as important. The State entomologist usually served as State leader in seeing that it was applied properly, while the county agents in the grasshopper counties held educational meetings, made farm visits, helped to

locate bands of grasshoppers, wrote letters, prepared newspaper articles, and utilized every method at their command.

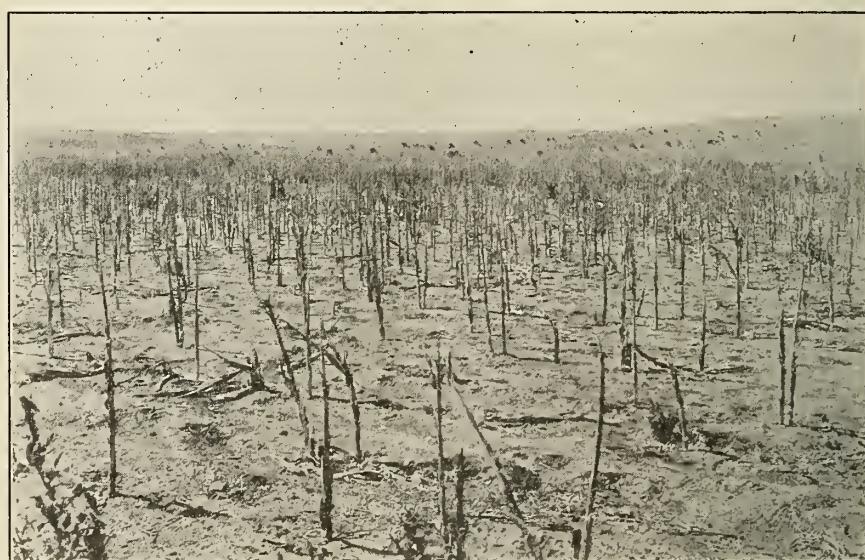
In South Dakota approximately 400 educational meetings were held with more than 30,000 people attending. In addition, training schools for volunteer township or community committeemen were conducted by the district supervisors with the aid of experienced county agents.

These leaders and committeemen were in charge of distributing the poisoned bait while the county commissioners took charge of trucking from the shipping point to various storage points within the county. It was up to each farmer, after he received the allotment to co-operate with his neighbors in keeping a close watch on the hatching of the grasshoppers and the broadcasting of the bait over the fields at the most effective time.

In North Dakota work on the program was begun early with about 125 educational meetings held in March. There was an average attendance of 100 or more at these meetings which were held preliminary to the organization of communities and counties for the control work. An efficient organization was perfected in this State similar to that described in South Dakota.

Lincoln County, Colo., is typical of hundreds of counties. The especially destructive grasshopper was found to

(Continued on page III)



A South Dakota field of corn after grasshoppers visited it.

National 4-H Fellowships

THE TWO holders of the National 4-H fellowship, Esther Friesth, of Humboldt, Iowa, and Barnard Joy, of Ashland, Oreg. and Kingston, N.Y., have just completed a very busy year. This fellowship is awarded each year to one young man and one young woman, with excellent club records in leadership and achievement. It provides \$1,000 for a year's study in the Department of Agriculture.

Miss Friesth is especially interested in child care and training and plans to enter this field. She has had an excellent opportunity to work with the Child Research Center of Washington and the Bureau of Home Economics and has prepared a thesis on teaching child development in 4-H club work. She plans to spend a busy summer judging at fairs and achievement days for 4-H clubs in Iowa.

Barnard Joy came to Washington on a year's leave of absence as club agent in Ulster County, N.Y. He has written a thesis on "Some Factors Influencing Length of 4-H Club Membership", and also studied at the University of Maryland, taking his master's degree in agricultural education in June. He has returned to New York to carry on the 4-H club work in Ulster County.

Both young people have made a study of Government organization, followed bills in which they were interested through Congress, talked with Congressmen, foreign diplomats, leaders of national organizations, and those in charge of the new Government set-ups. They chatted with the President and Mrs. Roosevelt and dined with the Secretary and Mrs. Wallace. They have visited historic shrines in and near Washington, have attended national meetings of importance and taken part in youth conferences. All of this has

Club Enrollment Shows Slight Decrease

Tentative figures for last year's club enrollment indicate that the enrollment was 921,952 boys and girls distributed among 58,470 clubs. In 1932 the enrollment was 925,612 showing a decrease of 3,660 members in 1933. For the last few years the membership has increased from 35,000 to 60,000 annually. The loss in membership occurs in those sections of the country where the Agricultural Adjustment Administration campaigns have been most intense, thus making it difficult for agents to give the usual amount of time to club work.

given them an insight into the whys and wherefores of government and a better understanding of national institutions and the problems they face.

The winners for next year, 1934-35, are Mildred Ives of Pasquotank County, N.C., and Edwin H. Matzen of Cerro Gordo



Edwin H. Matzen.



Mildred Ives.

County, Iowa. They were chosen from 43 applicants, 20 young women and 23 young men, from 28 States representing all sections of the country. Miss Ives grew up on a 90-acre farm near Elizabeth City and graduated from East Carolina Teachers' College in 1932. She has taken an active part in 4-H clubs for 8 years and is a member of the State 4-H Honor Club. She did a good job as emergency home demonstration agent in Bertie County last summer.

Mr. Matzen is county club agent in Polk County, Iowa. He was graduated in 1933 from Iowa State College, where he majored in animal husbandry. His club record goes back 9 years and includes a fine leadership record.

This is the fourth year these fellowships have been awarded by the Payne Fund of New York City. Mary Todd, one of the first winners, is making an excellent record as home demonstration agent in Carroll County, Ga. Andy Colebank of Tennessee, whose specialty was dairying both in club work and in his study in Washington, is now working in the Dairy Division of the Agricultural Adjustment Administration. Of the next two winners, Margaret Latimer of South Dakota, took Mr. Joy's place as club agent in Ulster County, N.Y., during the past winter, and George Harris did graduate work in dairying at Ames, Iowa, on a scholarship he had won.



Esther Friesth.



Barnard Joy.

Fighting the Grasshopper

(Continued from page 110)

infest about 700 square miles of territory here, and farmers quit farming to spread poison bran. This was done early in the morning, and throughout the day they were busy trucking the poison from the central mixing plant at Hugo, and riding horseback scouting the moving bands of grasshoppers. They found that as soon as the hoppers quit feeding in the mornings they started marching and often traveled a mile a day. The work was organized into community and county grasshopper-control committees

under the leadership of County Agent Floyd Brown.

The 1934 battle against the grasshopper has been a major offensive carried on against great odds of time and weather. Though there will be heavy damage in some places, especially in the worst drought areas, in most sections the control so far has been excellent. The grasshoppers no doubt would have eaten everything if no effort had been made to control them. The Federal control program is under the supervision of Dr. P. N. Annand, the field direction under Dr. John R. Parker, and the distribution and mixing in charge

of B. M. Gaddis. The States applying for and receiving free poison from the Federal Government were Arizona, California, Colorado, North and South Dakota, Idaho, Iowa, Kansas, Michigan, Minnesota, Montana, Nebraska, Nevada, New Mexico, Oregon, Utah, Wisconsin, and Wyoming.

IN 1933 home demonstration club women of Sebastian County, Ark., sold \$16,647.42 worth of farm home produce through the Farmers' Curb Market at Fort Smith. The market has been in operation nearly 4 years.

New Motion Pictures

THE METHODS that are being employed by the Department of Agriculture, through the Bureau of Biological Survey, to preserve remaining species of wild animals and birds from further diminution are described in two sound pictures recently released by the Office of Motion Pictures. These two films, "Our Wildlife Resource" and "The Wapiti of Jackson Hole", combine beautiful scenic shots with instructive motion pictures of animals and game in their natural habitat.

The lecture for "Our Wildlife Resource", a 2-reel picture, is delivered by Paul G. Redington, former Chief of the Bureau of Biological Survey. This film contrasts North American wildlife of the sixteenth century with that of the present day. Various interesting species of game animals and birds, including the last surviving representative of the now

extinct species, the heath hen, are shown in this film.

"The Wapiti of Jackson Hole", a 1-reel picture with lecture by O. J. Murie, biologist of the Bureau of Biological Survey, relates the story of the elk from calfhood to maturity, its life in the majestic mountains surrounding Jackson Hole, Wyo., during the summer and autumn, and its migration to the lowlands when the deep snows of winter make it necessary to seek food and shelter there. The aid administered at the Jackson Hole Elk Refuge by the Bureau of Biological Survey is portrayed in a striking sequence of scenes.

These pictures may be borrowed from the Office of Motion Pictures, Extension Service, United States Department of Agriculture, Washington, D.C., on payment of transportation expenses. They are available in 35 mm width, sound-on-film.

Farmers Join County Electrification Organizations

More than 5,000 farmers in nine northeast Mississippi counties have joined county electrification organizations formed recently under direction of the State Extension Service in cooperation with the Tennessee Valley Authority. Farmer members who live along a network of rural power lines will be furnished electric current at actual cost.

Approximately 1,000 miles of power lines have been constructed by the Tennessee Valley Authority which will be sold to the county organizations at actual cost and operated without profit.

State Extension Director L. A. Olson, designated M. M. Bedenbaugh, district club agent, to organize the associations. The nine counties were designated as Tennessee Valley Authority territory. Mr. Bedenbaugh went into each of these counties, called a meeting of leading citizens at the county seat, and explained the program. A survey of county roads was made at this meeting and names of volunteers were procured who would canvass the farmers living along the various roads to get them to agree to use electric current if a line was constructed through their community.

After the canvass was made and the agreements signed, a meeting was called of those who had signed agreements, and the county organization was perfected by the election of a president, vice president, and a board of from 5 to 9 directors.

The purchase and operation of the lines is being handled by the officers and board of directors. All electric current for a county will be purchased from the Tennessee Valley Authority at wholesale cost, through a single meter and then distributed by the association to its members at actual cost.

National 4-H Club Radio Program

Annual Theme: 4-H Club Work Influences the Farm and Home

Ninth Phase—Informing the Public Through Fair Exhibits, Tours, and Public Demonstrations

Saturday, September 1, 12:30 to 1:30 p.m., Eastern Standard Time

Our Team Demonstrations Inform the Public	4-H club girl from New Jersey.
Our 4-H Club Exhibits at the Fairs	4-H club boy from Nebraska.
4-H Club Tours Prove that "Seeing is Believing"	County or State extension worker from New Jersey.
Effective Visual Instruction	Reuben Brigham, United States Department of Agriculture.
Music We Should Know—Ninth Phase of the 1934 National 4-H Music Hour—Featuring Compositions by Berlioz, Dvorak, Drdla, and Sullivan	United States Marine Band.

Rural Rehabilitation Program Forges Ahead

(Continued from page 103)

agriculture. A great deal of care and study will be devoted to the selection of the members of this group.

A total of \$75,000,000 has been appropriated for the purchase of submarginal land. Twenty-five million dollars of this amount will be spent outside the sections affected by drought. Families removed from this land must be taken into consideration and relocated on suitable land.

While this rural rehabilitation program is far-reaching in its activity and is comprehensive in its plan, it must

build a program based upon sound economical and humanitarian principles. It is believed that the establishment of cooperative communities, with the families located on small subsistence farms, will not materially affect the business of farming. Only a small part of the family income would be obtained from farming, as the majority would be derived from handicrafts, trades, professions, or industry.

In one week the Civil Works crew in New Hampshire cut down 4,774 worthless apple trees in the campaign against apple pests.

Handicraft Featured at Kentucky Camps

(Continued from page 109)

were the property of the home demonstration department. The cost of the box, including picture, to the camper was 60 cents.

Other projects undertaken at earlier dates were the stenciling of oilcloth luncheon sets, tray covers, and washstand covers; the decoration of magazine racks; and the making of shopping bags by decorating a strong fiber bag with chenille yarn.

THE CONSUMER AND ADJUSTMENT

CONGRESS provided the means for dealing with adjusted production in the Agricultural Adjustment Act. Its stated purpose was (1) to promote the prosperity of the farmer by returning to him a fair share of the national income, and (2) to foster national recovery by making the farmer as good a customer for nonagricultural industries and services as he was before the World War.

Consumer Demand Regulates Adjustment Program

The act states that it is the policy of Congress to approach parity for the farmer at as rapid a rate as is feasible in view of the current consumptive demand in domestic and foreign markets. In other words, consumer needs are to be the gage of the rate at which inequalities in purchasing power are to be corrected. That is, the whole agricultural adjustment program must be regulated by the consumer demand for agricultural commodities. It is evident that the act implicitly requires close study of and decisions based upon the actual or potential effect on consumers of every aspect of the program.

It is obvious that no power could raise and maintain prices of many important agricultural commodities whose carry-over stocks were several times normal until the surpluses had been reduced or eliminated. Furthermore, suddenly pushing up the price of certain commodities, which have been long depressed, before making adequate provision for control of production, would bring in new production from less profitable fields and result in new surpluses, which would make it difficult or impossible to maintain the desired level of prices and would thus defeat the purpose of the act.

Consumer-Producer Relations Important

It was also recognized that a hasty scaling up of prices would in some instances disrupt consumer-producer relations and would actually reduce consumption to an extent that would do more harm than good to agricultural producers. A reasonable relationship must be maintained between prices and effective demand. Raising prices too rapidly would reduce the purchasing power of consumers and impede national recovery.

Better Distribution of Consumer's Dollar Needed

Along with the crop-reduction program, the act authorizes efforts to obtain for farmers a larger share of the consumer's dollar. Part of the consumer's dollar now goes to support wasteful and unnecessary competition, duplication of selling expense, a needless multiplicity of services to consumers, dubious credit arrangements, and various unethical practices. Eliminating these wastes should mean better conditions for honest and efficient business, as well as better prices for producers.

Thus, the law provides the conditions for an agricultural industry in which the forces of production are so managed as not to outdistance the demand, and to increase the demand by redistributing purchasing power so that consumers can come more readily into the market. It is a gigantic job, requiring delicate skill in judgment and a technique of administration which we are only beginning to master.



Under Secretary of Agriculture.

NEW FILM STRIP >>> > PRICES

*Write for
authorization
blanks and in-
formation about
preparing your
own film strip
series.*

SLIGHTLY HIGHER PRICES
FOR DEPARTMENT FILM
STRIPS DURING THE NEXT
FISCAL YEAR GO INTO
EFFECT JULY 1, 1934

PRICES for Department film strips will range from 36 to 90 cents each, depending upon the number of frames. Most of them, however, will sell for 36 or 45 cents each.

There are 200 series now available with complete lecture notes.

◆ ◆ ◆

FOR SPECIAL SERIES, made from local photographs sent in by extension workers, the cost is only 10 cents per frame—2 cents under last year's price. This includes the negative and one positive print.

◆ ◆ ◆

THE CONTRACTOR for the fiscal year 1934-35 will be Dewey & Dewey, Kenosha, Wis., who has had the contract since 1932. Send order, with payment, direct to contractor. At same time send to the Department a request to authorize the sale. Orders will be filled as soon as the firm is notified of the Department's approval.

E X T E N S I O N S E R V I C E

U.S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D.C.

U. S. GOVERNMENT PRINTING OFFICE: 1934